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(54) Title: **PARTICULATE FLAVOURING COMPOSITION**

(57) Abstract: The present invention relates to particulate compositions comprising controlled release particles wherein discrete elements of flavouring-containing fat are dispersed in a gelatine matrix, said particles containing: 0.1-40 wt%, preferably 5-30 wt% of flavouring; 10-70 wt%, preferably 20-50 wt% of gelatine; and 0.1-75 wt%, preferably 5-50 wt% of fat, the fat having a melting point of at least 35 °C; and said particles having a volume weighted average diameter of 50 - 1500 µm. The particulate composition according to the present invention will release the flavouring comprised therein under specific conditions e.g. under the influence of shear forces, heat and/or moisture. The release rate upon consumption can be affected by varying the relative amounts of gelatine and fat and the gelling strength of the gelatine. These compositions are therefore particularly suitable for imparting longer lasting taste sensation to confectionaries, in particular chewing gum, and to toothpaste.

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